



## **DIRECTOR OF COMMUNICATIONS**

### **QUALIFICATIONS/SKILLS:**

A minimum of two years' experience serving on a Board and knowledge and skills in Board governance: policy, finance, programs, and/or personnel. Knowledge of the Jamaican Canadian Association, including its history and organizational structure is an asset.

### **TERM:**

The Director of Communications is elected to serve for a period of a two-year term. Elected Board Members shall not serve on the Board of Directors for more than three consecutive two year terms.

### **REQUIREMENTS:**

- Knowledge and skills in one or more areas of Board governance
- A time commitment of up to 40 hours per month, (includes Board preparation, meeting, committee and meeting time)
- Experience leading an organization undergoing change and restructuring.
- To foster a positive working relationship with other Board members, members and other stakeholders • Knowledge of social and other issues impacting the communities & constituents JCA represents
- Excellent communication skills and knowledge of communication strategies and tools including social media.
- Accountable for development of annual communication strategy

### **MAJOR DUTIES:**

- Manage media relations and develop contacts with media members, influencers, and community leaders.
- Lead a team of communication, marketing, and design professionals. Assist in the creation of digital, video, audio and print content.
- Assume overall responsibility for publicizing the activities and achievements of the association to members and the wider community; establish and maintain a high profile for the association.
- Monitor current affairs and keep the President informed of what has a direct impact on our community.
- In conjunction with the President write press releases/news briefings.
- Accountable for the organization's membership newsletter.

- Submit to the Board for approval an annual work plan - which should be aligned with the organization's strategic plan - no later three months (3) prior to the Annual General Meeting.